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MANHEIM DRIVE TO HOST FIRST-EVER BOAT SALE

More Than 80 Boats Will Be Offered at Manheim's First Specialty Sale in Georgia

ATLANTA – Manheim DRIVE will launch its first boat sale on Monday, October 13, at 5 p.m., a milestone for the facility or any Manheim location in Georgia. Featuring more than 80 boats, the sale will use Manheim DRIVE's high-tech facility to meet the diverse needs of customers bidding online and onsite.

"This boat sale is a great opportunity for buyers and sellers who are new to the auction process," said Karen Braddy, Manheim general manager of specialty and heavy truck and equipment sales. "We are excited to offer this convenient remarketing channel to our national consignors and dealers who are looking for new ways to supplement their inventory and drive profits to their used boat departments."

The sale, which will be available via Manheim Simulcast, is supported by several consignors, including Bank of America, GE Commercial Finance, GE Money and Marinemax, the world's largest boat dealer with multiple locations across the nation.

"Manheim DRIVE is thrilled with the opportunity to hold its first boat sale," said Donald Foy, executive director of Manheim DRIVE. "The large selection of units and ideal climate in the Southeast make it a perfect time of year to host a sale. We plan to host more sales at Manheim Drive in the months ahead."

Manheim DRIVE, located at 3000 Walter Way in Stockbridge, Ga., is a 145,000-square-foot facility that offers a 180-seat bidding theater, interactive learning labs, and conference and reception amenities. Manheim DRIVE also serves as a testing ground, where ideas are exchanged and new tools, technologies and prototypes are introduced and refined.

Manheim Specialty currently has seven branded boat sales across the country and plans to add Manheim DRIVE as an eighth venue for ongoing sales.

To secure a run number for the sale, to receive a pre-sale list or to make reservations, call (877) 704-4636 or e-mail boatauctions@manheim.com.

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About Manheim Specialty Auctions

Manheim, the largest provider of vehicle remarketing services, began hosting Manheim Specialty auctions to meet the growing needs of customers looking for used vehicles other than the traditional automobile. Today, Manheim offers customers access to 90 locations in North America, with 15 dedicated to selling specialty units, including boats, RVs, motorcycles and PowerSports vehicles.

By offering services such as full-service reconditioning, electronic condition reports, certification, distribution centers, title management, inspections, vehicle transportation, financing and dealer floor planning, Manheim helps customers realize the full value of their vehicles.

Customers can also take advantage of Mobile Specialty auctions that provide convenient, onsite sales and support at any location in North America. All vehicles are sold “in-lane” or “online” via Manheim Simulcast and OVE.com. A complete list of Manheim Specialty boat auctions can be found at www.manheimboat.auctions.com.

About Manheim DRIVE

Manheim DRIVE, a 145,000-square-foot innovation and development center, is located in Stockbridge, Ga. The letters in DRIVE stand for Development, Research, Innovation, Vision and Excellence. Manheim DRIVE strives to be the catalyst for positive change and growth throughout Manheim and the remarketing industry to create maximum value for our business and our partners.

Manheim DRIVE, the future of automotive remarketing, is Manheim’s primary platform to foster breakthrough thinking, to support change management initiatives and to stimulate creativity as a foundation for innovation, while accelerating Manheim’s leadership position in the automotive industry.

Manheim DRIVE houses a training and development center, an innovation center, an interactive bidding theater, a reconditioning facility, and a special event and meeting facility. For more information about Manheim DRIVE, visit www.manheimdrive.com.

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